



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/19 thru 01/25

(prices in dollars per carton)

Fri. Jan 19, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		28.0% of 17,000 stores				33.3% of 17,000 stores				29.5% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	140	1.50	540	1.05	60	1.20	1,010	0.95			600	1.41
	White 18 pack			100	1.47			200	1.77			480	1.50
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	70	1.00	580	0.94	170	0.99	1,420	0.93	20	0.99	740	0.96
SPECIALTY	White 18 pack			540	1.16			360	1.41			130	1.99
	Brown 12 pack					20	1.00						
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			480	2.56			670	3.46	70	4.00	430	3.86
	OMEGA-3												
CAGE-FREE	White 12 pack	300	2.53	1,740	2.17	50	2.50	820	2.27			200	1.99
	Brown 12 pack			130	2.80			840	2.23			10	1.50
	CAGE-FREE												
	White 12 pack			230	2.28			80	1.69				
	Brown 12 pack			340	2.27	110	2.50	460	2.31			220	1.99

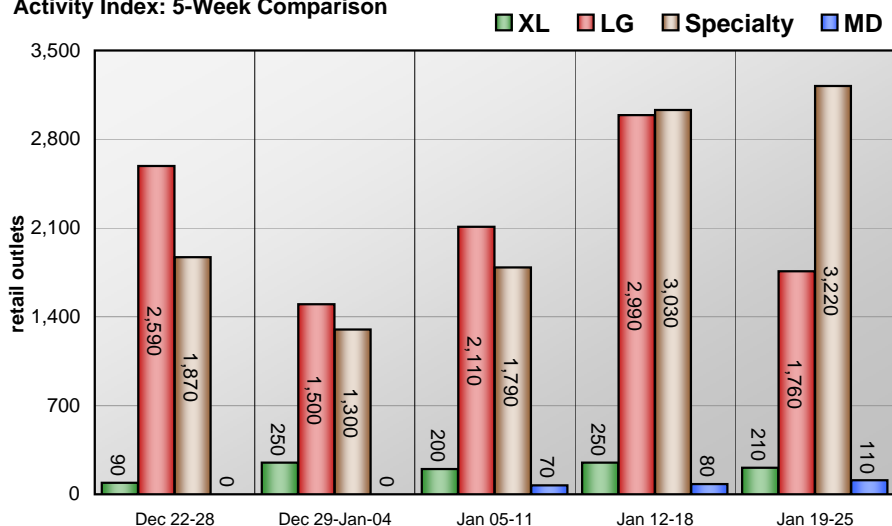
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,970	3,240	1,970	Large Eggs on
Specialty	3,220	3,030	930	Jan-15-2007
Total (includes MD)	5,300	6,350	3,140	308.1
Special Rate 4/:	2.0%	11.3%	11.0%	down 9%

5/: 1,000's of 30-doz cases

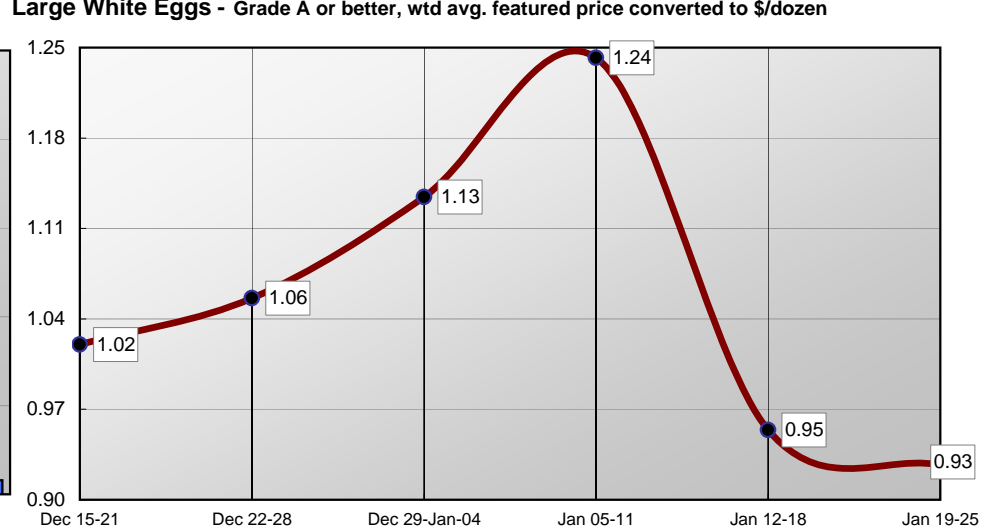
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity is considerably lower than last week, but unchanged when compared to the same week a year ago. Overall store volume and the average price on Grade A or better Large White eggs decreased. Specialty egg features are up slightly from the previous week. Omega-3 white eggs continues dominating other specialty items to remain in the top position. Most Omega-3 ads are in the Northeast and Southeast regions. USDA Organic and Cage Free eggs are still visible. Although increasing by a small margin from a week ago, liquid egg products are featured 36% higher than regular shell eggs. Notably, the Large egg Inventory has dropped dramatically in correlation with the regular Large egg feature activity.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		34.6% of 3,900 sampled outlets Activity Index = 1,560 (includes Medium)						23.8% of 4,700 sampled outlets Activity Index = 1,180 (includes Medium)						23.5% of 2,800 sampled outlets Activity Index = 860 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.99	10	0.99										0.79	10	0.79
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack				0.78 - 1.09	260	0.94	1.00	50	1.00	0.99 - 1.09	160	1.00				0.69 - 0.96	70	0.84
	White 18 pack																1.28 - 1.38	200	1.38
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack			0.79 - 0.80	20	0.80	White 12 pack			0.84	80	0.84	White 12 pack			0.84	10	0.84
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.50 - 3.59	190	2.65				2.50	10	2.50				2.50	210	2.50
	Brown 12 pack																		
S P E C I A L T Y	OMEGA-3																		
	White 12 pack	2.50 - 2.59	300	2.53	1.50 - 3.99	630	2.41				1.99	880	1.99				2.00 - 2.50	130	2.02
	Brown 12 pack				2.50	50	2.50												
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack				2.50 - 2.99	100	2.73										2.25 - 2.50	210	2.26
	Brown 12 pack																2.79	20	2.79
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		24.2% of 2,700 sampled outlets Activity Index = 760 (includes Medium)						41.8% of 1,900 sampled outlets Activity Index = 660 (includes Medium)						18.2% of 1,000 sampled outlets Activity Index = 280 (includes Medium)					
USDA GRADE AA	White 12 pack	1.50	10	1.50	1.20	10	1.20	1.50	130	1.50	0.99 - 1.20	490	1.06				0.89	20	0.89
	White 18 pack										1.50	20	1.50				1.28 - 1.50	80	1.46
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack	1.00	20	1.00	0.99 - 1.00	70	0.99										0.69	20	0.69
	White 18 pack				0.99 - 1.38	340	1.03												
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.50	60	2.50				2.50	10	2.50						
	Brown 12 pack																		
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				2.49 - 2.50	100	2.49										2.99	80	2.99
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack				2.50	20	2.50										1.99	80	1.99
	Brown 12 pack				1.79 - 2.00	130	1.98				2.50	10	2.50						

Note: See page 1 for explanatory notes.



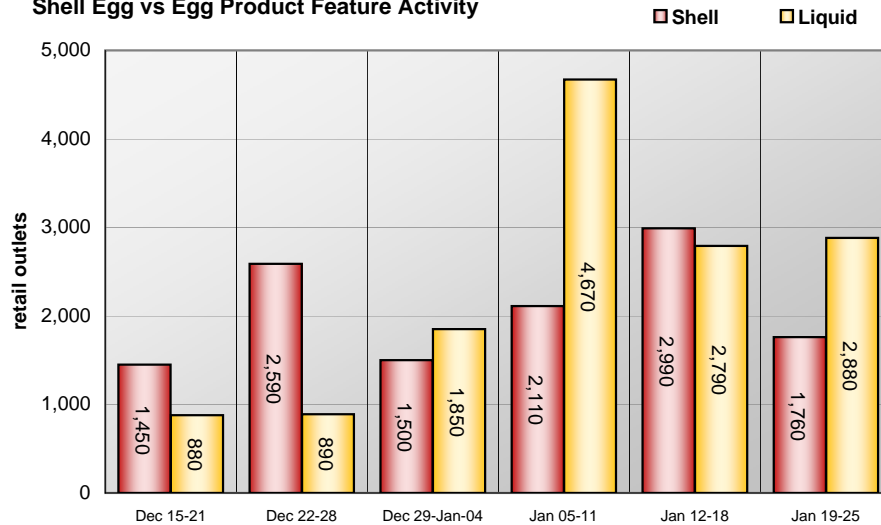
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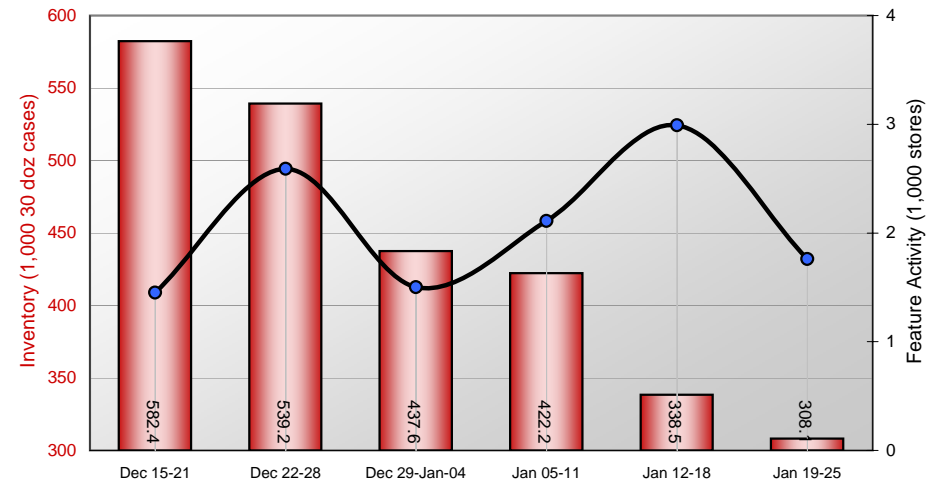
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	15.3%	14.6%	17.6% of 3,900 sampled	12.6% of 4,700 sampled	16.2% of 2,800 sampled	9.6% of 2,700 sampled	31.9% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	2,880	2,790	Activity Index = 910	Activity Index = 600	Activity Index = 450	Activity Index = 290	Activity Index = 630	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	2,000 2.33	1,840 2.45	2.00 - 2.99 410 2.52	2.00 - 2.50 590 2.10	1.88 - 2.50 240 1.97	1.88 - 2.99 260 2.52	2.50 500 2.50	
32 oz. carton	680 3.98	750 3.59	3.99 - 4.99 340 4.17		3.99 200 3.99	3.50 10 3.50	3.50 130 3.50	
3 - 4 oz. cups	200 1.65	200 2.00	1.50 160 1.50	1.50 10 1.50	2.50 10 2.50	2.50 20 2.50		
2 - 8 oz. cups								

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.